



Study USA Trade Mission to Mexico

Querétaro, Puebla and Mexico City

October 18 – 21, 2006

The Education USA – Mexico Group invites you to participate in their first **STUDY USA Trade Mission** to **Querétaro, Puebla and Mexico City**. This mission targets bilingual and bicultural schools in three of Mexico's most dynamic cities. You will have the opportunity to talk to Mexican students interested and, most importantly, *able* to study in the United States.

Mexico is the 7th largest source of international students in the United States. Mexican students prefer to study in the U.S. because of its geographical location, commercial ties and quality of school programs.

Querétaro

The State of Querétaro is located in the heart of Mexico, just two hours away from Mexico City. Querétaro has one of the most dynamic economies among Mexican States. The growth of its GDP has exceeded the national average for several years, accounting for an increase of 5.5% in 2005. Queretaro's main industries are: autoparts, packaged food, electronics, paper, education, tourism, poultry

American School Foundation (ASF) FAIR - This is one of the most extensive undergraduate fairs in Querétaro. Generally 50+ colleges and universities from the US, Mexico, Canada, Europe, and Australia participate. Students from bilingual high schools all over the state of Querétaro are invited. Approximately 800 students are expected to attend. The ASF Fair is viewed as by families as an excellent way for both students and their parents to learn about educational opportunities abroad.

Puebla

The city of **Puebla** is the the fourth largest city in Mexico and the capital of the Mexican state of the same name. Puebla is at the same time a traditional city with 'old money' and a dynamic industrial city. The city is a hub of the textile sector and is also home to the Mexican headquarters and main manufacturing site of Volkswagen.

With more than 20 universities, Puebla is second only to Mexico City in the number of universities within its borders. The focus on education in Puebla extends well into the secondary system. Puebla is home to numerous bilingual bicultural high schools including the American School Foundation, Colegio Aleman (German School) and Colegio Britanico. Puebla's universities and private schools have strong links to the U.S. and the states remain the number one foreign destination for Poblanos studying abroad.

ASF FAIR - MEXICO CITY

The ASF is an American school with an international flavor attributable to its diverse enrollment. By nationalities, the student body of 2,400 is approximately 60% Mexican, 26% from the United States, and 14% from more than 33 other countries. Its 17-acre campus and facilities, as well as its academic and extracurricular programs, are similar to or exceed those in the United States.

On its 23rd edition, the ASF fair is considered one of the best undergraduate fairs in Mexico City. Colleges and universities from Mexico, the U.S. and other countries will have the opportunity to promote their programs to students from top bilingual/bicultural private schools from Mexico City, as well as from the States of Mexico, Morelos and Jalisco.

TRADE MISSION COST: US\$900

U.S. EXHIBITOR PACKAGE INCLUDES:

- Evening Reception for Agents, Counselors and other multipliers
- Trip to Querétaro (Transportation service)
- Support at ASF Querétaro Fair
- Trip to Puebla (includes transportation) with visits to three different International Schools
- Visa Pavilion Tour and Briefing at U.S. Embassy
- Participation in the American School Foundation Fair in Mexico City (includes hotel/event/hotel transportation service)

INFORMATION:

Martha Sanchez, U.S. Embassy in Mexico City
martha.sanchez@mail.doc.gov
Tel: (011-52/55) 5140-2621
REGISTRATION DEADLINE: August 14, 2006.

SCHEDULE OF ACTIVITIES	
Visa Pavilion Tour and Briefing	October 18
Evening Reception	October 18
ASF FAIR – QUERETARO	October 19
SCHOOLS VISITS - PUEBLA	October 20
ASF FAIR – MEXICO CITY	October 21